

II. Stickers program

Increasing the payment for black line and stickering from \$15.00 to 28.00 per 12M case has increased the participation in this program. Our August Co-marketing pre stickered product program was a success.

III. Competitive Activities

- Marlboro Buy 4 Get 1 Free
- Carlton 100 and 100 Box B1G1F
- Kool B1G1F → *WHERE?*
- Newport .30 off → *WHERE?*
- Carlton \$3.00 off per ctn/ .30 off per pack
- Basic Menthol-B1GF Lighter

SALEM?

Lanny Wolfe

cc: L. O'Connor
N. Kuruk, Jr.
A. Evanchik
attachments

51850 3863

						9/8/95
		Salem .40 Off Promotion				
		Kool	Kool	Newport	Salem	
		B1G1F	.40 Off	.30 Off	.40 Off	
A. MONTEVERDI					x	
A. TRENK						
B. EISLER					x	
BROWNY			x		x	
C. A. BURKE						
CSD		x	x		x	
EISLER & CO.		x				
FERNANDEZ						
GLIKIN BROS.		x	x		x	
IRVINGTON TOBACCO						
J. BRICKS					x	
KING VENDING				x		
KLEINER					x	
LUCE			x		x	
M. BERNSTEIN			x		x	
MIDDLESEX TOBACCO						
MORRIS COUNTY TOBACCO					x	
NORTH JERSEY TOBACCO						
PATERSON TOBACCO						
PETER P. DENNIS		x			x	
PINE LESSER		x		x	x	
PLAINFIELD TOBACCO		x		x	x	
SPRINGFIELD CANDY						
STAR TOBACCO			x			
THOMSON OKUN			x			
UNITED TOBACCO					x	
VIKISHA						

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